

RADIO CAMPAIGN AND VOTER SENSITIZATION ON THE 2023 ELECTION IN PORT HARCOURT METROPOLIS

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ABSTRACT

The focus of the study was to examine radio campaign and voter sensitization in Port Harcourt metropolis. The objectives of this study were to examine the level of awareness of voters on radio campaign on election issues in Port Harcourt metropolis, determine if residents of Port Harcourt metropolis received messages of voter sensitization campaign on radio, ascertain voter's preparedness to vote as a result of radio campaign and voter sensitization in Port Harcourt metropolis, and three research questions were used to guide the study. Concepts related to the study were reviewed and the study was anchored on the Framing theory. The study adopted survey research designed and the population of 3,171,000 as projected to 2021 and employed Krejcie and Morgan's (1970) sample size determination table which put the sample size at 384. The study used the questionnaire as the instrument for data collection. The study found that Port Harcourt City voters are well aware of political issues as a result of their exposure to radio campaign. Messages on voter sensitization on radio were received by residents but were not planned but haphazard. Finally, messages from radio stations were not responsible to the high level of preparedness of voters in Port Harcourt to vote. The study recommends that Port Harcourt City voters should keep exposing themselves to political messages emanating from radio stations. Radio stations in Port Harcourt should as a matter of urgency air programmes that should educate voters on the right ways to vote. The study concludes that messages received from radio about voter education are not planned, this is because no deliberate effort have been made by radio houses to educate voters on how to vote rightly.

Key words: Radio campaign, voter sensitization and election

INTRODUCTION

Radio as part of the mass media is very instrumental in disseminating information. Its signal has the potency of traveling even to the remotest areas of a country, its efficiency in educating, informing and transmissions of cultural values among a people cannot be over-emphasized.

According to Ume-Nwagbo (1995, p. 15) Radio is an electronic device. It is a system of sending sound over a distance by transmitting electrical signals. The radio transmits sound signals into the air at particular frequencies. The radio is said to be a blind theatre that has visual impact. The visual nature of the picture is in the pasteurization of the audio experience in the mental realm. It simply means that words can be used to paint pictures on the minds of the audience as a product of interpretations and meanings.

Since the return to democratic governance in 1999, every four years is regarded as an election year, this process has gone un-truncated till date. Nevertheless, the build-up to the 2023 elections are underway, which starting with INEC pushing for electoral reforms, registration of eligible Nigerians to vote by a way of giving them their permanent voter's card, and giving the various political parties time line to conduct primary elections that will produce candidates at all level including their presidential and gubernatorial candidates.

Howbeit, these processes did not go on without dramas, as they were a lot of litigations from civil society groups, members of political parties against their parties because of some infractions. For example, the Socio-Economic Right and Accountability Project (SERAP) sued INEC to extend its voter registration exercise. Another case in point is substitutions of senatorial candidate names by the APC to accommodate Senator Akpabio, God'swill and Amed Lawan that lost out in APC presidential primary election. The main opposition party in the country the Peoples Democratic Party (PDP), is also embroiled in their own internal crises between the winner of the parties primary and the runner up.

Nevertheless, as part of its cardinal duties, the radio houses and other media forms have been doing the job of informing citizens about the happening around the country, taking their time to analyse issues and events, must times bring in panelists or discussants to dissect issues emanating from the actions and inactions of political players to the buildup of the forthcoming 2023 general elections in Nigeria.

Grant-Amadi (2020) asserts that radio as a medium of communication is portable, radio messages are transient in nature, radio is audio in nature, the operations of a radio station is complex and complicated, the content of a radio message is handled and treated publicly and the relationship between the sender and the receiver is said to be impersonal. Therefore, this paper will investigate radio campaign and voter sensitization in Port Harcourt metropolis.

Statement of the Problem

Radio houses have been apt in reporting issues concerning political happenings leading up to the 2023 general elections in Nigeria, from voter's registration by INEC to the primaries conducted by different political parties in the country. The importance of radio in nation building can never be over emphasized, this is as a result of its high penetration level. It has been established that because of its AM and FM band it has the potency of reaching even to the remotest areas.

It has also been established that radio because of portability which can be found on handset, torchlight, etc. can be moved around with ease and it's a veritable tool for educating informing and transmission. It is however unclear if radio stations within Port Harcourt metropolis are using their stations to educate voters on the need to register or transfer to their new polling unit if need be, collect the permanent voters card, locate their new polling unit for those that transferred, vote and vote rightly, what they should look out for in a candidate, how voters should vote to avoid void votes, etc. Based on the above, this paper examines radio campaign and voter sensitization in Port Harcourt metropolis.

Aim and Objectives of the Study

The aim of the study is to examine radio campaign and voter sensitization in Port Harcourt metropolis and the following objectives will be used to guide the study and they are to:

1. Examine the level of awareness of voters on radio campaign on election issues in Port Harcourt metropolis.
2. determine if residents of Port Harcourt metropolis received messages on voter sensitization campaign on radio.
3. ascertain voter's preparedness to vote as a result of radio campaign and voter sensitization in Port Harcourt metropolis.

Research Questions

1. To what extent are voters aware of radio campaign on election issues in Port Harcourt metropolis?
2. Did the residents receive messages on voter sensitization campaigns on radio in Port Harcourt metropolis?

3. What is the level of preparedness of voters to vote as a result of radio campaign and voter sensitization in Port Harcourt metropolis?

Review of Related Literature

Conceptual Review

Radio and Public Awareness

Broadcasting is critical to stakeholders in creating awareness and encouraging participation in different spheres of life. Tenin & Smith (2002) observed that Ghana's December 2000 Presidential and Parliamentary elections were successful because of the lively contributions of radio and other mass media. Similarly, Roskin et al (2003) noted that the media are recognized components of politics all over the world and have been used to reach millions of voters simultaneously. Also, Ojebode (2003, pp. 89–91) in his study of Radio Kaduna found that Radio Kaduna, through its programme Don Makiyae Ruga, successfully mobilized hitherto nomadic nomads to participate in nomadic education and that about 83% of respondents claimed that radio affects their enrolment in nomadic education classes. Kaid (2004) claims that political communication began by evaluating the impact of media messages.

Tham et al (2020) and Aririguzoh (2011) all state that radio broadcast has considerable influence on listeners during election campaigns and the delivery of candidate's manifestoes. Okinda, Nyambuga, & Ojwang (2020) and Newton (2009) agreed that radio among other mass media has an influence on government and politics but asserts that the influence is determined by some intervening factors. Durante and Gutierrez (2014) affirmed that there are intervening factors other than radio alone that can affect individuals' knowledge, awareness, and participation in political activities. Hence individuals' exposure to different sources of information about political activities, resources, perceived benefit to communities and other individual characteristics cumulate to affect citizen political mobilization.

While reviewing broadcast media in Africa, Bosch (2020) and Heywood (2020) concur that radio serves an important role as a communication tool in Africa, owing to low literacy levels. Kivikuru (2006) supports this view arguing that, comparatively, radio is one of the most effective tools of political mobilization in Africa. Statistics provided by Ephraim (2020) and Ladigbolu et al (2020) assert that Nigerians consider radio to be their main source of information. With the above analyses in mind, it is clear that radio plays a central role in many political campaigns. Radio speaks the language known by the majority of the population (Anderson, Masocha, & Sharma, 2019; Kivikuru, 2006). The obvious inference from the above is that radio is critical to political mobilization and participation on issues.

Broadcasting and Political Mobilization

The general apathy to development efforts in third world nations led world leaders to the Arusha Declaration of 1990 on popular participation, development, and transportation (UNECA, 1990). This was because third-world nations were unable to attract popular participation and support to public programmes in politics, health, economics, etc. This lack of support was attributed to authoritarian liberal democratic systems of media ownership and control which make it impossible for the media to champion the course of popular participation and publicize development programmes and activities. There was also lack of national ideological trust that is necessary to provide the impetus for grassroots participation in development (Oji, 2018).

Against this background, the Arusha Declaration raised some key issues; first, the empowerment of the people so that they can be involved in formulating the structure and designing the policies and programmes that meet the need of all. Second, the empowerment of people to be able to contribute to the process of development and share equitably with the development benefits, and third, to accommodate freedom of thought, tolerate differences, accept

consensus on issues and guarantee that people, their organizations, and associations participate effectively. These assumptions are particularly useful in Nigeria's representative democracy. Unfortunately, political apathy toward the democratic process and activities remain high, although a level of consciousness is coming gradually. Why the apathy? While mentioning M'Bayo (2006), Okoye (2008, p.267) highlights the overall level of apathy toward the political process when he claims that:

Many Nigerians strongly believe that their votes do not matter, that regardless of what they do, politicians will be politicians and the lawmakers of the land will be chosen, not based on the popular will of the people, but based on the power dynamics of the rich and famous and on the goodwill of the godfathers.

It is from the problem highlighted in Okoye's assertion above that the inclusion of participatory communication becomes useful in political communication. Ekeria (2016) cites the 1987 Mass Bureau Report, in which the author states that mobilization must be viewed as including people actively and freely participating in conversations and decisions that influence their general welfare. She goes further to say that mobilization should aim at increasing people's level of awareness or cognition of social and other issues so that they can apply their energies positively and participate actively in the social and political life of the country. Ekeira (2016, p.12) defines political mobilizations "as a process of sensitizing the citizens, increasing their cognition, political consciousness, and the latter's efficiency".

According to her, political mobilization could be taken to mean the determining process of emotionally bringing people together and making them internalize the commonality of social values, attitudes, and orientation in achieving particularly specified objectives. Oji (2009) sees participatory communication essentially as a means toward a new development approach that emphasizes man's freedom from all forms of marginality and exploitation. He goes further to say that it encourages more deliberate public debate and governmental inquiry about what kind of information the nation and its citizens need to decide their social, political, and economic course on development. He also notes that participatory communication allows people to identify or decide what their needs are, plan how to achieve their set goals, obtain whatever assistance or resource that may come from the government, and implement their plans on their own with the development communicator leading from behind.

The beauty of participatory communication, Christopher (2007) notes, extends to the process of selecting representatives in the political parties. Even when such candidates get elected, the process leading to his emergence which was faulty in the first instance creates a sense of apathy toward his activities. Participatory communication also suggests that the top-down approach to communication must give way to a bottom-up approach; where the representatives will take time to listen to the problems of the people and will in turn develop strategies to handle such problems. This approach boosts their political morale and energizes their commitment to politics and its various assemblages. The bottom line here is that participatory political communication must involve the media that are peculiar to the daily experiences of the rural people. A sense of communitarianism emerges from such media (McQuail, 2005).

Ndolo (2004, p.53) captures the value of broadcast media in political mobilization and participation when he contends that when properly equipped and utilized, they can facilitate the flow of all kinds of information which would enable the people to form intelligent opinions about national issues of concern and to participate meaningfully in making decisions about them; provide the forum for expressing diverse needs, aspirations and a broad range of views; and as a corollary, help to provide a basis for a better Nigeria. The importance of these scholars' submissions lies in the fact that well-articulated programmes on the radio can stimulate community-based debate on issues and propel them into taking action or participating in courses that will benefit them.

Concept of Democracy

Democracy is a system of government that gives opportunity to the people of a state, country, nation or group to have unfettered right to choose their leaders through a process called election; whereas election is the process through which people, otherwise called electorate choose their leaders (Ojie 2006; Jega, 2015; Mgba 2017; Dauda et al 2019). According to Schumpeter (1942, p. 4), it is an "institutional arrangement for arriving at political, legislative and administrative decisions. It is a method by which the individual acquires the power to participate in decisions by means of a competitive struggle for the peoples vote". Election, as the recognized process of selecting a person or persons for position of leadership. Thus, it has become an indispensable tool for choice of leadership and succession due to the prominence given to democracy all over the world.

This is usually done in any civil environment where leaders could be elected to various positions for stipulated terms of office. Democracy also became a fashionable means of governance as a result of policies put in place by some international bodies as preconditions for countries to benefit from some incentives offered by such bodies. Odukoya (2007) thus notes that;

World Bank and International Monetary Fund's (IMF), insistence on democratisation and good governance as political conditionalities for countries seeking credit or economic reform assistance has become the norm. Therefore, a consequence of the end of the Cold War was the universalization of Western political and economic values exemplified by neoliberalism (p.148).

It is no gain saying therefore, that democracy and elections have become a universal standard for civilization and good governance, as non-democratic states are usually maligned and isolated in the comity of nations. The democratic process, everywhere including Nigeria, is usually divided into three periods namely, pre-election, election and post-election. Jinadu (1997, p. 2) further explains that the electoral process means;

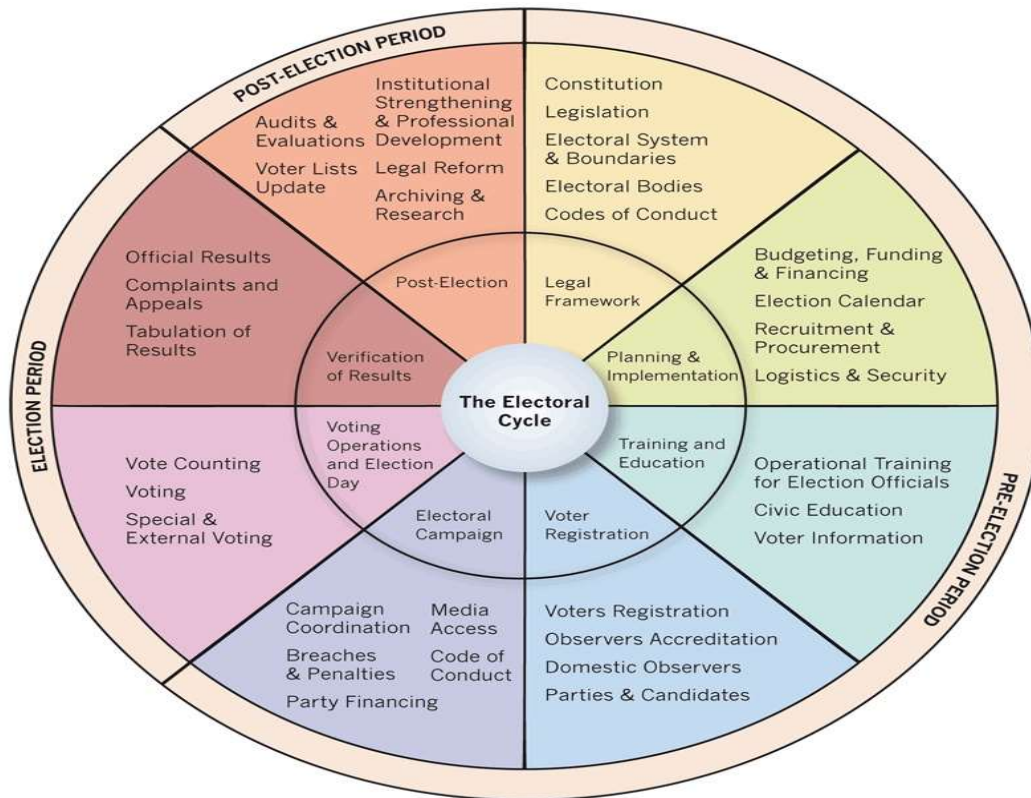
...the rules procedures and activities relating to among others, the establishment of electoral bodies, the appointment of their members, the registration of voters, the nomination of candidates, balloting, counting of the ballots, the declaration of results, the selection and training of electoral officials, constituency delimitation, voter education and in some cases, registration of political parties and supervision of party nomination congresses.

Further espousing the concept, Momah (2016), posit that, the electoral process goes beyond what happens on the day of election to include the partaking of all eligible persons in choosing those who lead them as well as participating in governance after the election.

It encompasses activities before, during and after elections. It includes the legal and constitutional framework of elections; the registration of political parties; party campaigns; the activities of security agencies and the government in power. It includes the authenticity and genuineness of the voter's register. It includes the independence or lack of it of the electoral agencies and organs. It includes the liberation or otherwise of political processes in the country and the independence of the adjudication bodies in elections. (Momah 2016, p. 40).

Meanwhile, these periods have their separate peculiarities which are determined by what is at stake, the level of desperation of the politicians and what they are willing to sacrifice for 'the struggle' and scramble for power.

Figure 1.1 Election Cycle



Source: The Koffi Annan Foundation.

In Nigeria, the first of the three periods which is the pre-election phase; a time for campaigns and nomination of candidates, is usually adorned in the ritual of name-calling, hate speech, and calumnious campaigns. For the election proper, it is survival of the fittest as politicians are ready to go back to the Hobbesian 'state of nature' by unleashing every form of violence to outdo their opponents. The struggle for power shifts at the post-election period, to the courts accompanied by blames and counter blames, in the process, raising tension that perpetually threaten the fabrics of the country's corporate existence.

Theoretical Framework **Framing Theory**

The framing theory was propounded by Gregory Bateson, an Anthropologist in 1972. According to (Dominick 2011, p. 451) the notion of framing is the general way a new topic is treated by the media. According to the theory the media highlights certain events and the place them within a particular content to encourage or discourage certain interpretation. This way the media are said to exercise a selective influence over how people view reality.

In essence, framing theory suggests that how things are presented to the audience affect or influence the choices the recipient make about how to process that information. Frames are abstracts that work to organize message meaning frame are most commonly used in terms of the frames the media place on the information they convey or frames are thought to influence the perception of the news by the audience, the media do not only tell one what to think about, but how to think about it by the way the story is framed. Unarguably, the essence of advocacy is the

effect position change through proper articulated and farming of message that will be appealing to the target audience.

Media gate keepers also aid in shaping audience attitude and norms through frequent airing of certain messages. In the light of the above one can infer that this theory is relevant to this study as it underscores, the importance of framing messages that may influence attitudes and norms of target audience.

Empirical Review

Luderman (2016), had done a study on "Reform through Radio: Constructing Juvenile Delinquency within Buffalo's Federal Theatre Project." In his thesis, Luderman ventured to find out how radio had led to reducing juvenile delinquency through drama played on air. The work took a qualitative approach as it had to analyse drama played on Buffalo's radio and at the same time reactions of the listeners. Following an exhaustive use of documents and literatures, the researcher concluded that the radio project had helped the government to address the issues surrounding delinquent behaviours. At the same time Luderman(2016), hinted that such successes of the radio programme had led to the recruitment of more citizens into the state security services as opposed to gangsterism and young peoples incline to crime.

Olumorin et al(2018), did a study entitled "Student Awareness and Utilization of Educational Broadcast to Learn in Ogbomoso, Oyo State, Nigeria." For the study, the descriptive survey research was used. They gave out 100 copies of the questionnaire to the students of Ogbomoso school. As expected, their research did provide some findings that: majority of the secondary school students in Ogbomoso town, Oyo State were not aware of the educational television and radio programmes around them, giving an indication that there are still lots of grounds to cover with regards to educational broadcasting in the state. That majority of the secondary school students in Ogbomoso can access educational television and radio programmes around them. The above findings also made the researchers to propagate some recommendations. They recommended that, educational programmes producers on both radio and television should create enough awareness about the programmes to enable students follow the programmes at appropriate time. Pricing of subscription charges for satellite channels that transmits educational broadcasts should be regulated or subsidized by the government to allow equal opportunities for all students irrespective of socio- economic status of parents or guardians. Adequate planning and entertainment should be packaged into educational broadcasts to motivate learners to follow such programmes. Teachers in secondary schools should include educational broadcasts as forms of stimulus variation that they could applied to their classes.

Research Methodology

The descriptive research design was used for this study. The design was considered appropriate because it enabled the researchers to identify the characteristics of the population objectively. This study was carried out in Port Harcourt metropolis which consist of Port Harcourt and Obio-Akpor Local Government Areas of Rivers State. The people are cosmopolitan in nature with many traders, public and civil servants students, business men, etc. The choice of the area for the study is informed by the researchers believe that the residents of Port Harcourt are well informed. Available statistics from the National Population Commission (NPC) census 2006, show that the residents are well educated. Thus, they can make informed decisions without being forced or talked into doing something they are not interested in. According to the National Population Commission (NPC) census of 2006, the population of Port Harcourt metropolis with an annual growth rate of 2.7 between 2006-2021 is projected to 3,171,000. The sample size of 384 was determined by using Krejcie and Morgan's (1970) sample size determination table. The instrument

for data collection was the questionnaire on a four point modified Likert scale of Strongly Agree (SA), Agree (A), Disagree (D) and Strongly Disagree (SD).

Presentation of Data

A total of 384 copies of the questionnaire were distributed to the respondents, out of which 376 were retrieved and used for this study.

Section A of the Questionnaire

Table 1: Copies of Questionnaire Distributed and Retrieved

S/N	Zones	Questionnaire Distributed	Questionnaire Retrieved	Retrieval Rate %
1	Town	58	58	15.10%
2	Ogbunabali	81	73	19.01%
3	Mile 3	69	67	17.44%
4	Rumueme	65	64	16.66%
5	Rumuomasi	61	60	15.78%
6	Rumuigbo	50	50	13.02%
	Total	384	376	97.01%

Table 4.1 above shows the distribution of 384 copies of the questionnaire in Port Harcourt metropolis, 376 copies of the questionnaire were successfully retrieved.

Table 3: Respondents' Age

S/N	Age	Number of Respondents	Percentage Rate
1	18 – 30	184	48.93%
2	31 – 50	134	35.63%
3	51 and above	58	15.42%
	Total	376	99.98%

The table above shows that more of young people participated in the study.

Section B

Research Question 1: To what extent are voters aware of radio campaign on election issues in Port Harcourt metropolis?

Table 3: Mean (\bar{x}) Analysis of voter's awareness of radio campaign on election issues in Port Harcourt metropolis

S/N	ITEMS	SA (4)	A (3)	D (2)	SD (1)	Total	Mean (\bar{x})	Remark
1	My level of awareness of radio campaign on election issues is very high	41	68	159	108	376	2.1	Disagree
		164	204	318	108	794		

2	My level of awareness of radio campaign on election issues is high	87 348	86 258	138 276	65 65	376 947	2.5	Agree
3	My level of awareness of radio campaign on election issues is low	71 284	45 135	128 256	132 132	376 807	2.1	Disagree
4	My level of awareness of radio campaign on election issues is very low	47 188	32 96	137 274	160 160	376 718	1.9	Disagree

The above signifies that voters in Port Harcourt metropolis level of awareness of election related issues were high, with a mean score of 2.5, but disagreed on other items.

Research Question 2: Did the residents receive messages on voter sensitization campaigns on radio in Port Harcourt metropolis.

Table 4: Mean (\bar{x}) Analysis of residents exposure to voter sensitization campaigns on Radio.

S/N	Items	SA 4	A 3	D 2	SD 1	Total	Mean (\bar{x})	Remark
1	I have heard about voter sensitization on radio but it was not detailed	131 524	129 387	63 126	53 53	376 1090	2.8	Agree
2	Radio stations in Port Harcourt metropolis do sensitize residents regularly on how to vote.	29 116	32 96	179 358	136 136	376 706	1.8	Disagree
3	Sensitization of residents of Port Harcourt on how to voter is not regular on radio stations	193 772	160 480	13 26	10 10	376 1288	3.4	Agree
4	Radio presenter only talk about the collection of PVC and voting when they are signing in and out	124 496	141 423	58 116	53 53	376 1088	2.8	Agree

Table 4 above is indicative of the fact that respondents agreed that though there are radio messages on voter sensitization but no deliberate planned programme to sensitize residents on how to vote without complication.

Research Question 3: What is the level of preparedness of voters to vote as a result of radio campaign and voter sensitization in Port Harcourt metropolis?

Table 5: Mean (\bar{x}) analysis of level of preparedness of voters to vote

S/N	Items	SA 4	A 3	D 2	SD 1	Total	Mean (\bar{x})	Remark
1	My preparedness level is very high but not as a result of radio sensitization	258 1032	118 354	- -	- -	376 718	3.6	Agreed
2	My preparedness level is high which is as a result of radio sensitization	-	-	210 420	166 166	376 586	1.5	Disagree
3	My preparedness level is low because I have not collected my PVC	- -	30 90	177 354	169 169	376 613	1.6	Disagree

4	My preparedness level is very low	-	-	167	209	376	1.4	Disagree
	because I do not have anything to do	-	-	332	209	543		
	with the election							

The above result shows that voters in Port Harcourt metropolis are well motivated to vote in the fourth coming election, but their motivation is not related to the radio campaign because to them no proper sensitization campaign was done to sensitize voters.

Discussion of Findings

From the findings it is obvious that voters in Port Harcourt metropolis are ready to carry out their constitutional assignment of electing their preferred candidates in the coming election of 2023, but it is worrisome that radio stations in Port Harcourt have not done enough in sensitizing voters on the need to vote properly to avoid mistakes in the process of voting.

Research Question 1: To what extent are voters aware of radio campaign on election issues in Port Harcourt metropolis? Table 3 indicates that many voters agreed that they were aware of political issues in Port Harcourt metropolis, with a mean score of 2.5. This awareness was as a result of exposure to radio station which enhanced their knowledge on political, social and economic issues bedeviling Rivers State in particular and the country in general. It has been identified that exposure to media or news sources keeps one abreast of the day to day happening in his or her environment, this is in agreement with a study conducted by Bob-manuel (2021), which stated that exposure to radio news broadcast by Port Harcourt residents made them to be knowledgeable about the Covid-19 pandemic and equally equipped them with knowledge on its prevention, more especially the non-pharmaceutical measures. Another study Wokoro (2020), equally identified that exposure of Port Harcourt Metropolis residents to radio news reportage increase their knowledge on police brutality of the Ikokuwu 4.

However, not identified in this study is that radio might have not been the only source of information about electoral issues, as word of mouth, television, social media etc. might have contributed to the knowledge of voters as concerning political issues.

Research Question 2: How did residents received messages of voter sensitization campaigns on radio in Port Harcourt metropolis? Respondents in Table 4 above agreed that though there were messages of voter sensitization on radio but it was not planned to sensitize residents on how to vote without complication.

This explains the fact that even though political issues were discussed on radio to keep the people informed about political happening to the build up to the 2023 election, the people needs proper voter education to be able to discharge their civic duties rightly. Also, with the introduction of new technology in the voting system, it now behooves on the media in collaboration with the electoral body to educate Nigerians to vote right, it must be noted that education is one of the cardinal functions of the media.

Research Question 3: What is the level of preparedness of voters to vote as a result of radio campaign and voter sensitization in Port Harcourt metropolis? The above result in Table 5 shows that voters in Port Harcourt metropolis level of preparedness to vote is very high, which means that they are well motivated to vote in the fourth coming election, but their motivation is not related to the radio campaign because to them no proper sensitization campaign was done to sensitize voters.

From the response of respondents there are other motivating factors which might have aroused the interest of voters in Port Harcourt metropolis. According to the study conducted by

Goodhead (2021), it identified that multiple factors are responsible for actions taken by individuals. In this case since it is about election, factors like security, economy, good governance, must have motivated people to be prepared to vote.

The finding of the study:

1. Voters in Port Harcourt metropolis are well aware of political issues as a result of their exposure to radio campaign.
2. Messages on voter sensitization on radio were received by residents but were not planned, it was haphazard.
3. Finally, messages from radio stations were not responsible to the high level of preparedness of voters in Port Harcourt metropolis.

CONCLUSION

This paper investigated radio campaign and voter sensitization in Port Harcourt. The study confirmed that voters in Port Harcourt are well aware of political issues making the round to the build-up to the 2023 election, but voter sensitization messages that emanated from the radio stations were not planned to educate voters for proper voting experience and voter preparedness was unrelated to radio news campaign.

RECOMMENDATIONS

1. Voters in Port Harcourt metropolis should keep exposing themselves to political messages emanating from the radio stations.
2. Radio stations in Port Harcourt metropolis should as a matter of urgency air programmes that should educate voters on the right ways to vote.
3. Voters in Port Harcourt metropolis should endeavour to collect their PVCs if they have not done so and also vote during the fort-coming election.

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